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ABSTRACT

This study was conducted to determine the different perceptions that potential students have concerning Cardinal Stritch College (Wisconsin) and to determine the usefulness of various sources of information about the college. Students (n=76) accepted as entering freshmen were surveyed in order to determine their perceptions of sources of information and college characteristics. Analysis of responses by sex, distance of college from home, American College Test scores, high school percentile rankings, and intended department of study revealed differences in perceptions according to respondent groupings. Major influences regarding a final decision on college attendance, decision time lines, and identification of competitive colleges are also presented. Among the findings were the following: (1) in rating desirable college characteristics, students gave the highest mean ratings to quality of faculty, student/faculty ratio, career placement opportunities, general reputation, size of college, and variety of courses; and (2) influences on making a final decision included size of college, distance from home, general reputation, student/faculty ratio, career placement opportunities, and financial aid. A comment section lists the written responses of students concerning the admission process. Appendices contain a copy of the survey instrument and details about the response rates. (JDD)

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ED327104

Students' Perceptions of an Independent College

November 1990

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HE 024 121

Abstract

Students accepted to Cardinal Stritch College as entering freshmen were surveyed in order to determine their perceptions of sources of information and college characteristics. Analysis of responses by sex, distance of college from home, ACT scores, high school percentile rankings and intended department of study revealed differences in perceptions according to respondent groupings. Major influences regarding a final decision on college attendance, decision time lines and identification of competitive colleges are also presented.

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Purpose

This study was conducted in order to determine the different perceptions that potential students have concerning Cardinal Stritch College and also to determine the usefulness of various sources of information about the College. The report is intended to assist members of the College community in assessing and adapting marketing strategies.

Method

The Cardinal Stritch College Candidate Reply Form (see Appendix A) was developed using the Reply Form of Carleton College as a model (Litten, Sullivan, & Bordigan, 1983). It was mailed to every freshman student accepted to the traditional undergraduate program for the fall semester, 1990, who intended to attend on a full-time basis. The questionnaire was sent to the students at the time they were notified of acceptance. An attempt was made to capture an accurate measure of the students' perceptions of the College at the time they made a decision to accept or decline admission. Two follow-up mailings to students who indicated they would not attend Cardinal Stritch College were completed in August 1990.

A total of 235 students applied and 181 individuals were accepted. Of those accepted, 120 (66.3%) decided to attend Cardinal Stritch College while 61 (33.7%) declined admission. Overall, 76 (63.3%) of the individuals accepting admission responded; 30 (49.2%) of those who declined admission responded. Specific response rates are detailed in Appendix B, Table B-1.

Information regarding ACT scores, high school grade point averages, high school percentile rankings, sex and address were obtained from data files.

Perceptions Regarding Sources of Information

For the respondents who accepted admission to Cardinal Stritch College, the following sources of information received the highest mean ratings on a five-point Likert scale and the highest percentages indicating that the sources increased their desire to attend the College: admission counselor (M = 4.50, 88.2%), campus visit (M = 4.45, 89.2%), college guides/handbooks (M = 4.16, 85.7%), parents (M = 4.13, 83.6%) and students (M = 4.09, 78.2%). Lowest mean ratings were associated with college day/night/fair (M = 3.74, 52.6%), alumni (M = 3.69, 56.3%), coach (M =3.68, 35.5%), high school counselor (M = 3.67, 56.4%) and financial aid officer (M = 3.59, 48.8%). Ratings for all sources of information are listed in Table 1.

Sex

Results were tallied separately for male and female respondents (see Table 2 and Table 3, respectively). The five highest mean ratings for the female respondents accepting admission were similar to those reported for the total respondent population with slight variations in rank. For male respondents accepting admission, the ratings of sources of information yielded comparable highest ratings with one exception. Parents were listed as the sixth highest source of

information according to mean ratings (N = 17, M = 4.00) and coach was rated third (N = 8, M = 4.25).

Distance from Home

Respondents accepting admission and living less than fifty miles away most frequently noted campus visit (92.5%), admission counselor (90.5%), college guides/handbooks (86.0%) and parents (81.0%) as sources of information increasing their desire to attend Cardinal Stritch College (see Table 4). Respondents living more than fifty miles away most often noted the same four sources of information as increasing their desire to attend Stritch but in reverse order--parents (88.0%), college guides/handbooks (85.0%), admission counselor (84.6%) and campus visit (84.0%). Notably fewer percentages of respondents living farther than fifty miles from the College cited the following sources of information as increasing their desire to attend Stritch: publications, high school counselor, alumni and college day/night/fair. Financial aid officer and coach were cited noticeably more frequently as increasing respondents' desires to attend by those living greater than fifty miles from the College.

American College Testing (ACT) Program Scores and High School Percentile Rankings

The impact of sources of information according to ACT score intervals is listed in Table 5 for respondents accepting admission to Cardinal Stritch College. Campus visit (90.5%) and

parents (89.5%) had the highest positive impact on respondents with ACT scores below 18. Admissions counselor (93.3%), campus visit (92.3%) and college guides/handbooks (90.0%) had the highest positive impact on respondents with ACT scores in the 18 to 20 interval. For respondents in the 21 to 23 ACT range, admission counselor (100.0%), campus visit (92.9%), students (92.3%) and publications (92.3%) were noted most frequently as increasing their desire to attend the College. For respondents with ACT scores of 24 and above, admissions counselor (87.5%) and college guides/handbooks (85.7%) were most frequently cited as positive influences.

A separate analysis overviewing the impact of sources of information according to high school percentile ranking revealed that respondents accepting admission below the fiftieth percentile were most positively influenced by an admission counselor (83.3%) and those between the fiftieth and seventieth percentile were most positively influenced by an admissions counselor (96.4%) and a campus visit (96.2%). Respondents with high school percentile rankings above seventy, indicated parents (91.7%) most often as a positive influence on their desire to attend Cardinal Stritch College.

Department

Perceptions of selected sources of information as increasing students' desire to attend Cardinal Stritch College also varied among intended department of study (see Table 6). Campus visit was listed often as increasing the desire to attend

college by respondents intending to major in Education (100.0%), Art (87.5%) and Business (87.5%). However, Education respondents also were influenced positively by college guides/handbooks (93.8%) and publications (91.7%). Business respondents were positively influenced most often by an admissions counselor (100.0%) and Art respondents by college guides/handbooks (87.5%). Only departments with ten or more intended majors responding were listed separately.

Perceptions of College Characteristics

Full-time respondents who accepted admission to Cardinal Stritch College gave the highest mean ratings on a five-point Likert scale and had the highest percentages indicating "very positive" or "somewhat positive" in influencing their desire to apply to the College to the following characteristics: quality of faculty ($\underline{M}$ = 4.65, 97.0%), student/faculty ratio ($\underline{M}$ = 4.58, 92.8%), career placement opportunities ($\underline{M}$ = 4.54, 95.6%), general reputation ($\underline{M}$ = 4.49, 88.8%), size of college ($\underline{M}$ = 4.48, 88.0%) and variety of courses ($\underline{M}$ = 4.30, 91.5%). The lowest mean rated characteristics were: religious opportunities ($\underline{M}$ = 3.73, 51.8%), athletic facilities ($\underline{M}$ = 3.73, 50.8%), varsity athletic programs ($\underline{M}$ = 3.71, 45.7%), quality of campus housing ($\underline{M}$ = 3.63, 57.6%), Franciscan values ($\underline{M}$ = 3.59, 38.9%), male/female ratio ($\underline{M}$ = 3.40, 30.2%) and cost ($\underline{M}$ = 3.17, 49.2%). Ratings of all selected characteristics of Cardinal Stritch College by this group and those not accepting admission to the College are listed in Table 7.

Sex

Results were tallied separately for female and male respondents (see Table 8 and Table 9, respectively). The seven highest mean ratings for female respondents accepting admission were similar to those reported for the total population with slight variation in rank. For male respondents accepting admission, student/faculty ratio ($\underline{M}$ = 4.74), general reputation ($\underline{M}$ = 4.61), quality of faculty ($\underline{M}$ = 4.56), attractiveness of campus ($\underline{M}$ = 4.47) and urban/rural location ($\underline{M}$ = 4.32) received the highest mean ratings and the greatest percentages indicating a positive influence in desire to attend the College.

Table 8 and Table 9 also indicate results for females and males declining admission to Cardinal Stritch College. General reputation and student/faculty ratio were the only characteristics that received higher than a 4.00 mean for students accepting admission and for students declining admission for both male and female groupings. Cost was the lowest ranked characteristic for each grouping.

Distance from Home

Table 10 depicts the percentages of "very positive" or "somewhat positive" ratings of characteristics of Cardinal Stritch College by students who accepted admission to the College according to distance from home. The fifty mile parameter was used because this distance encompasses the extended suburbs around the Milwaukee area. Of the top eight

most often favorably rated characteristics by respondents, there were only minor variations between the group for which Stritch was fifty or fewer miles from home and the group for which Stritch was greater than fifty miles from home. Most notable differences were identified between the groups on the characteristics varsity athletic programs, cost, and urban/rural location. In these instances, the group of respondents living greater than fifty miles from the College had greater than 20% more respondents indicating the characteristics were favorable influences than the group living fifty or fewer miles from the College.

American College Testing (ACT) Program Scores and High School Percentile Rankings

Table 11 displays the percentages of respondents who accepted admission to Cardinal Stritch College and gave a "very positive" or "somewhat positive" rating to characteristics of the College as affecting their desire to apply according to the following ACT intervals: below 18, 18 to 20, 21 to 23 and 24 and above. Greater than 90% of the respondents in each ACT interval were positively influenced by the quality of faculty. Within the highest interval, 100.0% were positively influenced by general reputation. Within the 21 to 23 interval, 100.0% were positively influenced by career placement opportunities and variety of courses. One hundred percent in the 18 to 20 ACT interval were positively influenced by career placement opportunities and quality of faculty.

Cost, varsity athletic programs and Franciscan values were positive influences for fewer than 60% of the respondents in each ACT interval. Quality of campus housing, athletic facilities, religious opportunities and male/female ratio were rated favorably by fewer than 60% of the respondents in each interval except the 18 to 20 range.

A separate analysis relating high school percentile ratings to characteristics influencing respondents' desire to apply to Cardinal Stritch College revealed no notable findings when the following intervals were used: below fiftieth, fiftieth to seventieth and above seventieth. Interval ratings were comparable to total group ratings.

Department

The percentages of respondents who accepted admission to Cardinal Stritch College and rated characteristics of the College "very positive" or "somewhat positive" in influencing their desire to apply according to intended area of study are listed in Table 12. Career placement opportunities were viewed as positive influences on the desire to apply by 100% of the respondents intending to major in Art, Business and Education. All Art respondents also were positively influenced by the quality of faculty, liberal arts emphasis and variety of courses. All Education respondents were positively influenced by the quality of faculty, variety of courses and attractiveness of the campus. One hundred percent of the Business respondents also were influenced by the size of the college and student

faculty ratio. The percentage of respondents positively influenced by characteristics often varied according to intended department of study. For example, while greater than 85% of the respondents intending to major in Art or Education were positively influenced by general reputation and liberal arts emphasis, 60.0% and 63.6%, respectively, of the Business respondents were positively influenced by these characteristics. Only departments with ten or more intended majors responding were listed separately.

Influences on Final College Choice

Respondents were asked to indicate, in order of importance, three characteristics that most influenced their final college choice. Table 13 lists the number of times a characteristic was noted as being influential in making a decision about which college to attend. Size of college, distance from home, general reputation, student/faculty ratio, career placement opportunities and financial aid were most often cited as reasons for making a final decision by those students accepted to Cardinal Stritch College. General reputation, however, was the characteristic which received the highest number of "most influential" responses.

Yield by College Choice

Table 14 depicts the percentage of students accepting or declining admission to Cardinal Stritch College according to a self-reported ranking of colleges at the time of acceptance.

The table indicates that 84.3% of female respondents who noted that Cardinal Stritch College was their first choice decided to accept admission, while 61.1% and 66.7% who listed the College as their second and third choices, respectively, accepted admission. A comparable yield (84.6%) was observed for males who listed Cardinal Stritch College as their first choice at the time of acceptance. Males listing Cardinal Stritch College as their second and third choices accepted admission 42.8% and 50.0% of the time, respectively.

Decision Making Time Line

Table 15 indicates for those respondents accepting admission to Cardinal Stritch College the date they first seriously considered the college they wanted to attend. Approximately 20% of the students had already seriously considered Cardinal Stritch College by the start of their senior year in high school, or by August of 1989. Approximately 55% seriously had considered Stritch by the middle of their senior year in high school, December of 1989.

A separate analysis revealed that those respondents declining admission seriously considered the college they chose to attend later than those who attended Stritch. Whereas 50% of those not attending Stritch had seriously considered the college they attended by February of 1990, 76% of those attending Stritch had seriously considered the College by that date.

Colleges Attended by Accepted Respondents Not Accepting Admission to Cardinal Stritch College

Table 16 lists the postsecondary institutions selected over Cardinal Stritch College's traditional program by accepted respondents declining admission. Wisconsin public institutions were selected by 35.7% of these respondents; Wisconsin independent institutions were selected by 32.1% of these respondents.

Comments

The comment section lists the written responses of students concerning the admission process (see page 34).

TABLE 1

Mean Scores and Percentage Ratings of Sources of Information According to Resulting Effects on Desire to Attend Cardinal Stritch College for Respondents Accepting Admission

Source of Information	N	Mean[1]	Percentage[2] Increased	No Influence	Decreased
1. Admissions Counselor	68	4.50	88.2	11.8	0.0
2. Campus Visit	65	4.45	89.2	10.8	0.0
3. College Guides/ Handbooks	63	4.16	85.7	14.3	0.0
4. Parents	67	4.13	83.6	13.4	3.0
5. Students	55	4.09	78.2	21.8	0.0
6. Publications	59	3.93	72.9	27.1	0.0
7. Faculty Member	43	3.88	60.5	39.5	0.0
8. High School Teacher	52	3.75	53.8	46.2	0.0
9. College Day/ Night/Fair	38	3.74	52.6	47.4	0.0
10. Alumni	48	3.69	56.3	43.7	0.0
11. Coach	31	3.68	35.5	64.5	0.0
12. High School Counselor	55	3.67	56.4	41.8	1.8
13. Financial Aid Officer	41	3.59	48.8	46.3	4.9

[1] Means are based upon the following ratings: greatly increased = 5, slightly increased = 4, no influence = 3, slightly decreased = 2, greatly decreased = 1.

[2] The categories "greatly increased" and "slightly increased" were collapsed to form the category entitled "increased." The categories "greatly decreased" and "slightly decreased" were collapsed to form the category entitled "decreased."

TABLE 2

Mean Scores and Percentage Ratings of Sources of Information According to Resulting Effects on Desire to Attend Cardinal Stritch College for Female Respondents Accepting Admission

Source of Information	N	Mean[1]	Percentage[2]		
			Increased	No Influence	Decreased
1. Campus Visit	47	4.51	89.4	10.6	0.0
2. Admissions Counselor	50	4.48	88.0	12.0	0.0
3. Parents	50	4.18	88.0	10.0	2.0
4. College Guides/ Handbooks	47	4.15	85.1	14.9	0.0
5. Students	41	4.05	73.2	26.8	0.0
6. Publications	45	3.93	73.3	26.7	0.0
7. Faculty Member	34	3.88	58.8	41.2	0.0
8. High School Teacher	40	3.85	60.0	40.0	0.0
9. College Day/ Night/Fair	26	3.73	50.0	50.0	0.0
10. High School Counselor	41	3.71	58.5	41.5	0.0
11. Alumni	37	3.68	56.8	43.2	0.0
12. Financial Aid Officer	28	3.64	50.0	46.4	3.6
13. Coach	23	3.48	26.1	73.9	0.0

[1] Means are based upon the following ratings: greatly increased = 5, slightly increased = 4, no influence = 3, slightly decreased = 2, greatly decreased = 1.

[2] The categories "greatly increased" and "slightly increased" were collapsed to form the category entitled "increased." The categories "greatly decreased" and "slightly decreased" were collapsed to form the category entitled "decreased."

TABLE 3

Mean Scores and Percentage Ratings of Sources of Information According to Resulting Effects on Desire to Attend Cardinal Stritch College for Male Respondents Accepting Admission

Source of Information	N	Mean[1]	Percentage[2] Increased	No Influence	Decreased
1. Admissions Counselor	18	4.56	88.9	11.1	0.0
2. Campus Visit	18	4.28	88.9	11.1	0.0
3. Coach	8	4.25	62.5	37.5	0.0
4. Students	14	4.21	92.9	7.1	0.0
5. College Guides/ Handbooks	16	4.19	87.5	12.5	0.0
6. Parents	17	4.00	70.6	23.5	5.9
7. Publications	14	3.93	71.4	28.6	0.0
8. Faculty Member	9	3.89	66.7	33.3	0.0
9. College Day/ Night/Fair	12	3.75	58.3	41.7	0.0
10. Alumni	11	3.73	54.5	45.5	0.0
11. High School Counselor	14	3.57	50.0	42.9	7.1
12. Financial Aid Officer	13	3.46	46.2	46.2	7.6
13. High School Teacher	12	3.42	33.3	66.7	0.0

[1] Means are based upon the following ratings: greatly increased = 5, slightly increased = 4, no influence = 3, slightly decreased = 2, greatly decreased = 1.

[2] The categories "greatly increased" and "slightly increased" were collapsed to form the category entitled "increased." The categories "greatly decreased" and "slightly decreased" were collapsed to form the category entitled "decreased."

TABLE 4

Percentages of Respondents Accepting Admission Who Rated Sources of Information About Cardinal Stritch College as Increasing Their Desire to Attend the College According to Distance from Home

Source of Information	N	Percentage Responding "Increased"		
		Fifty Miles or Less From Home	Greater Than Fifty Miles From Home	Total[1]
1. Campus Visit	65	92.5	84.0	89.2
2. Admissions Counselor	68	90.5	84.6	88.2
3. College Guides/ Handbooks	63	86.0	85.0	85.7
4. Parents	67	81.0	88.0	83.6
5. Students	55	75.8	81.8	78.2
6. Publications	59	80.6	60.9	72.9
7. Faculty Member	43	63.0	56.3	60.5
8. High School Counselor	55	63.9	42.1	56.4
9. Alumni	48	61.8	42.9	56.3
10. High School Teacher	52	57.6	47.4	53.8
11. College Day/ Night/Fair	38	59.3	36.4	52.6
12. Financial Aid Officer	41	42.3	60.0	48.8
13. Coach	31	5.9	71.4	35.5

TABLE 5

Percentages of Respondents Accepting Admission Who Rated Sources of Information about Cardinal Stritch College as Increasing Their Desire to Attend the College According to ACT Scores

Source of Information	N	Percentages Responding "Increased" ACT Scores: Below 18	18-20	21-23	24 and Above	Total
1. Campus Visit	62	90.5	92.3	92.9	78.6	88.7
2. Admissions Counselor	66	73.7	93.3	100.0	87.5	87.9
3. College Guides/ Handbooks	61	81.0	90.0	87.5	85.7	85.2
4. Parents	66	89.5	75.0	88.9	76.9	83.3
5. Students	54	68.8	72.7	92.3	78.6	77.8
6. Publications	56	60.0	58.3	92.3	75.0	71.4
7. Faculty Member	42	41.7	63.6	80.0	55.6	59.5
8. High School Counselor	54	46.7	73.3	58.3	50.0	57.4
9. Alumni	46	60.0	28.6	72.7	53.8	56.5
10. High School Teacher	51	42.9	66.7	46.2	66.7	54.9
11. College Day/ Night/Fair	37	53.8	57.1	50.0	44.4	51.4
12. Financial Aid Officer	39	11.1	25.0	72.7	63.6	46.2
13. Coach	31	16.7	16.7	66.7	57.1	35.5

TABLE 6

Percentages of Respondents Accepting Admission Who Rated Sources of Information about Cardinal Stritch College as Increasing Their Desire to Attend the College By Intended Major

Source of Information	Percentages Responding "Increased" Intended Major or Department		
	Art	Business	Education
1. Admissions Counselor	75.0	100.0	85.7
2. Alumni	80.0	16.7	70.0
3. Campus Visit	87.5	87.5	100.0
4. Coach	33.3	57.1	12.5
5. College Day/ Night/Fair	60.0	40.0	80.0
6. College Guides/ Handbooks	87.5	80.0	93.8
7. Faculty Member	62.5	33.3	63.6
8. Financial Aid Officer	33.3	66.7	44.4
9. High School Counselor	75.0	55.6	58.3
10. High School Teacher	80.0	44.4	45.5
11. Parents	62.5	83.3	78.6
12. Publications	75.0	37.5	91.7
13. Students	83.3	75.0	83.3
N[1]	10	17	20

[1] Not every respondent answered each item. "N" indicates the number of questionnaires returned by individuals intending to major within a department.

TABLE 7

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Respondents

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
1. Quality of Faculty	4.65	97.0	3.95	70.0
2. Student/Faculty Ratio	4.58	92.8	4.48	92.0
3. Career Placement Opportunities	4.54	95.6	3.75	58.3
4. General Reputation	4.49	88.8	4.15	81.4
5. Size of College	4.48	88.0	3.85	70.3
6. Variety of Courses	4.30	91.5	3.71	54.2
7. Academic Facilities	4.29	86.9	3.96	80.0
8. Attractiveness of Campus	4.24	84.7	3.96	68.0
9. Urban/Rural Location	4.18	79.4	4.04	75.0
10. Financial Aid	4.16	77.4	3.50	55.5
11. Distance from Home	4.15	74.3	3.59	55.5
12. Liberal Arts Emphasis	4.13	78.3	4.16	80.0
13. Quality of Social Life	3.86	61.3	3.64	56.0

(table continues)

TABLE 7

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Respondents

(Continued)

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
14. Extracurricular Activities	3.76	61.2	3.57	47.8
15. Religious Opportunities	3.73	51.8	3.63	45.0
16. Athletic Facilities	3.73	50.8	3.33	33.4
17. Varsity Athletic Programs	3.71	45.7	3.30	30.4
18. Quality of Campus Housing	3.63	57.6	3.70	56.5
19. Franciscan Values	3.59	38.9	3.46	36.4
20. Male/Female Ratio	3.40	30.2	3.32	22.7
21. Cost	3.17	49.2	3.04	35.7
Average Number of Respondents[2]	76		29	

[1] Ratings of Cardinal Stritch College are ranked from highest to lowest mean score for those accepting admission to the College. Means are based upon the following ratings: very positive = 5, somewhat positive = 4, no influence = 3, somewhat negative = 2, very negative = 1.

[2] Not every respondent answered each item; the average number responding to items for each grouping is listed.

TABLE 8

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Female Respondents

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
1. Quality of Faculty	4.68	98.0	4.08	68.5
2. Career Placement Opportunities	4.62	98.1	4.00	66.7
3. Size of College	4.60	90.9	3.79	68.4
4. Student/Faculty Ratio	4.52	90.0	4.47	88.2
5. General Reputation	4.45	86.8	4.11	84.2
6. Variety of Courses	4.36	96.2	3.69	50.1
7. Academic Facilities	4.31	88.2	4.19	81.3
8. Financial Aid	4.26	82.7	3.70	60.0
9. Liberal Arts Emphasis	4.20	80.4	4.44	93.8
10. Attractiveness of Campus	4.15	81.1	3.75	62.5
11. Urban/Rural Location	4.13	75.9	3.88	62.6
12. Distance from Home	4.11	74.6	3.42	52.7
13. Quality of Social Life	3.89	63.1	3.53	47.0

(table continues)

TABLE 8

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Female Respondents

(Continued)

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
14. Extracurricular Activities	3.75	62.8	3.79	50.0
15. Religious Opportunities	3.71	52.3	3.63	43.8
16. Athletic Facilities	3.67	50.0	3.44	43.8
17. Quality of Campus Housing	3.61	59.1	3.93	57.2
18. Varsity Athletic Programs	3.61	39.5	3.50	35.7
19. Franciscan Values	3.58	37.5	3.43	28.6
20. Male/Female Ratio	3.26	23.4	3.43	28.6
21. Cost	3.14	50.0	3.05	42.1
Average Number of Respondents[2]	56		20	

[1] Ratings of Cardinal Stritch College are ranked from highest to lowest mean score for those accepting admission to the College. Means are based upon the following ratings: very positive = 5, somewhat positive = 4, no influence = 3, somewhat negative = 2, very negative = 1.

[2] Not every respondent answered each item; the average number responding to items for each grouping is listed.

TABLE 9

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Male Respondents

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
1. Student/Faculty Ratio	4.74	100.0	4.50	100.0
2. General Reputation	4.61	94.5	4.25	75.0
3. Quality of Faculty	4.56	94.4	3.71	71.4
4. Attractiveness of Campus	4.47	94.7	4.33	77.8
5. Urban/Rural Location	4.32	89.5	4.38	100.0
6. Career Placement Opportunites	4.31	87.6	3.33	44.4
7. Distance from Home	4.26	73.7	4.00	62.5
8. Academic Facilities	4.22	83.3	3.56	77.8
9. Size of College	4.15	80.0	4.00	75.0
10. Variety of Courses	4.11	77.7	3.75	62.5
11. Varsity Athletic Programs	4.00	62.5	3.00	22.2
12. Liberal Arts Emphasis	3.94	72.2	3.67	55.5
13. Athletic Facilities	3.88	52.9	3.13	12.5

(table continues)

TABLE 9

Ratings of Characteristics of Cardinal Stritch College by Admitted Full-time Male Respondents

(Continued)

Characteristics[1]	Ratings			
	Accepting Admission		Not Accepting Admission	
	Mean	Very Positive/ Somewhat Positive	Mean	Very Positive/ Somewhat Positive
14. Financial Aid	3.88	62.6	3.25	50.0
15. Extracurricular Activites	3.81	56.3	3.22	44.4
16. Male/Female Ratio	3.81	50.1	3.13	12.5
17. Religious Opportunities	3.79	50.0	3.63	50.0
18. Quality of Social Life	3.75	56.3	3.88	75.0
19. Quality of Campus Housing	3.67	53.3	3.33	55.5
20. Franciscan Values	3.64	42.8	3.50	50.0
21. Cost	3.26	47.4	3.00	22.2
Average Number of Respondents[2]	20		9	

1 Ratings of Cardinal Stritch College are ranked from highest to lowest mean score for those accepting admission to the College. Means are based upon the following ratings: very positive = 5, somewhat positive = 4, no influence = 3, somewhat negative = 2, very negative = 1.

2 Not every respondent answered each item; the average number responding to items for each grouping is listed.

TABLE 10

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to Distance from Home

Characteristics	N	Percentage Responding "Very Positive" or "Somewhat Positive"		
		Fifty or Less From Home	Greater Than Fifty Miles From Home	Total
1. Quality of Faculty	69	100.0	91.7	97.0
2. Career Placement Opportunities	69	95.2	96.2	95.6
3. Student/Faculty Ratio	70	90.9	96.0	92.8
4. Variety of Courses	72	89.1	96.0	91.5
5. General Reputation	72	88.9	88.5	88.8
6. Size of College	76	87.2	89.3	88.0
7. Academic Facilities	70	88.6	84.0	86.9
8. Attractiveness of Campus	73	84.1	85.7	84.7
9. Urban/Rural Location	74	71.1	92.9	79.4
10. Liberal Arts Emphasis	70	78.6	77.8	78.3
11. Financial Aid	62	75.0	81.8	77.4
12. Distance from Home	75	76.1	71.4	74.3

(table continues)

TABLE 10

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to Distance from Home (Continued)

Characteristics	N	Percentage Responding "Very Positive" or "Somewhat Positive"		
		Fifty or Less From Home	Greater Than Fifty Miles From Home	Total
13. Quality of Social Life	63	57.9	66.7	61.3
14. Extracurricular Activities	68	54.8	72.0	61.2
15. Quality of Campus Housing	60	53.1	63.0	57.6
16. Religious Opportunities	57	48.6	57.1	51.8
17. Athletic Facilities	64	44.7	60.0	50.8
18. Cost	72	40.9	63.0	49.2
19. Varsity Athletic Programs	60	27.8	73.9	45.7
20. Franciscan Values	55	37.1	42.1	38.9
21. Male/Female Ratio	64	23.1	41.7	30.2

Note: Responses from four different states are included in the "Greater Than Fifty Miles from Home" and "Total" columns: Wisconsin, Minnesota, Illinois, Indiana.

TABLE 11

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to ACT Scores

Characteristics	N	Percentage Responding "Very Positive" or "Somewhat Positive" ACT Composite Score Below 18	18 - 20	21 - 23	24 or Above	Total
1. Quality of Faculty	66	95.0	100.0	94.1	93.3	95.5
2. Career Placement Opportunities	68	90.0	100.0	100.0	86.7	94.1
3. Student/Faculty Ratio	68	85.0	93.8	94.1	93.3	91.2
4. Variety of Courses	69	85.7	80.0	100.0	93.3	89.9
5. General Reputation	69	85.0	81.3	88.2	100.0	88.4
6. Size of College	73	90.9	87.5	88.9	82.4	87.7
7. Academic Facilities	68	85.7	86.7	88.2	80.0	85.3
8. Attractiveness of Campus	71	90.5	75.0	72.2	93.8	83.1
9. Urban/Rural Location	71	72.7	80.0	83.3	81.3	78.9
10. Liberal Arts Emphasis	68	84.2	68.8	70.6	81.3	76.5
11. Distance from Home	72	72.7	87.5	72.2	75.0	76.4
12. Financial Aid	59	70.6	76.9	86.7	71.4	76.3

(table continues)

TABLE 11

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to ACT Scores

(Continued)

Characteristics	N	Percentage Responding "Very Positive" or "Somewhat Positive" ACT Composite Score				
		Below 18	18 - 20	21 - 23	24 or Above	Total
13. Quality of Social Life	62	57.9	60.0	60.0	61.5	59.7
14. Extracurricular Activities	66	52.6	68.8	64.7	50.0	59.1
15. Quality of Campus Housing	59	47.4	81.8	53.3	50.0	55.9
16. Athletic Facilities	63	47.1	71.4	41.2	40.0	49.2
17. Religious Opportunities	55	47.1	61.5	46.2	41.7	49.1
18. Cost	69	38.1	43.8	58.8	46.7	46.4
19. Varsity Athletic Programs	60	44.4	46.2	43.8	46.2	45.0
20. Franciscan Values	52	14.3	46.2	28.6	54.5	34.6
21. Male/female ratio	63	15.8	66.7	12.5	30.8	30.2

TABLE 12

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to Major

Characteristics	Percentage Responding "Very Positive" or "Somewhat Positive" by Major		
	Art	Business	Education
1. Academic Facilities	87.5	66.7	85.7
2. Athletic Facilities	42.9	45.5	69.2
3. Attractiveness of Campus	62.5	66.7	100.0
4. Career Placement Opportunities	100.0	100.0	100.0
5. Cost	37.5	50.0	57.1
6. Distance from Home	62.5	75.0	93.8
7. Extracurricular Activities	71.4	54.5	53.3
8. Financial Aid	71.4	62.5	92.9
9. Franciscan Values	57.1	37.5	25.0
10. General Reputation	87.5	60.0	92.9
11. Liberal Arts Emphasis	100.0	63.6	86.7
12. Male/Female Ratio	12.5	45.5	35.7
13. Quality of Campus Housing	42.9	45.5	78.6
14. Quality of Faculty	100.0	91.7	100.0
15. Quality of Social Life	80.0	54.5	69.2

(table continues)

TABLE 12

Percentages of Respondents Accepting Admission Who Rated Characteristics of Cardinal Stritch College "Very Positive" or "Somewhat Positive" According to Major

(Continued)

Characteristics	Percentage Responding "Very Positive" or "Somewhat Positive" by Major		
	Art	Business	Education
16. Religious Opportunities	66.7	55.6	50.0
17. Size of College	75.0	100.0	93.8
18. Student/Faculty Ratio	57.1	100.0	86.7
19. Urban/Rural Location	75.0	91.7	81.3
20. Variety of Courses	100.0	83.3	100.0
21. Varsity Athletic Programs	33.3	63.6	50.0
N[1]	10	17	20

[1] Not every respondent answered each item. "N" indicates the number of questionnaires returned by individuals intending to major within a department.

TABLE 13

Characteristics Influencing College Choice by Full-time Respondents

Characteristics	Number Responding		
	Most Influential	Second Most Influential	Third Most Influential
1. Size of College	10	25	12
2. Distance from Home	13	11	7
3. General Reputation	17	4	7
4. Student/Faculty Ratio	10	6	10
5. Career Placement Opportunities	11	7	7
6. Financial Aid	5	11	6
7. Quality of Faculty	8	5	7
8. Academic Facilities	5	6	3
9. Cost	4	5	4
10. Varsity Athletic Programs	2	6	4
11. Liberal Arts Emphasis	2	3	6
12. Variety of Courses	3	3	5
13. Urban/Rural Location	2	2	4
14. Religious Opportunities	2	1	2
15. Athletic Facilities	0	1	3
16. Attractiveness of Campus	0	1	3
17. Extracurricular Activities	0	0	3
18. Franciscan Values	1	1	1
19. Quality of Social Life	1	0	2
20. Quality of Campus Housing	1	1	0
21. Male/Female Ratio	0	0	0
Totals	97	99	96

TABLE 14

Percentages of Accepted Students Accepting or Declining Admission to Cardinal Stritch College According to Rank of College at Time of Application

Sex	Choice of Cardinal Stritch College	1 N	Percentage Accept	Percentage Decline
Female				
	First	32	84.3	15.7
	Second	18	61.1	38.9
	Third	15	66.7	33.3
	Fourth	2	50.0	50.0
Male				
	First	13	84.6	15.4
	Second	7	42.8	57.2
	Third	2	50.0	50.0
	Fourth	1	0.0	100.0

1 The number of respondents in each category is based upon the number responding to Question No. 1 on the Candidate Reply Form (see Appendix A) and a manual tabulation of responses to Question No. 3. If other Colleges were not listed in Question No. 3, Stritch was assumed to be the first choice.

TABLE 15

When Respondents Accepting Admission to Cardinal Stritch College First Seriously Considered the College They Wanted to Attend

Year	Month	Number Responding	Percentage Responding	Cumulative Percentage
1988	Sep	1	1.4	1.4
1988	Oct	0	0.0	1.4
1988	Nov	1	1.4	2.9
1989	Jan	1	1.4	4.3
1989	Apr	1	1.4	5.8
1989	May	3	4.3	10.1
1989	Jun	1	1.4	11.6
1989	Jul	2	2.9	14.5
1989	Aug	4	5.8	20.3
1989	Sep	6	8.7	29.0
1989	Oct	6	8.7	37.7
1989	Nov	6	8.7	46.4
1989	Dec	6	8.7	55.1
1990	Jan	10	14.5	69.6
1990	Feb	5	7.2	76.8
1990	Mar	3	4.3	81.2
1990	Apr	3	4.3	85.5
1990	May	9	13.0	98.6
1990	Jun	1	1.4	100.0
Totals		69	100.0	

TABLE 16

Postsecondary Institutions Selected Over Cardinal Stritch College

Cardinal Stritch College PMA - 1
Carroll College - 2
College of Mount St. Joseph - 1
Edgewood College - 1
Lakeland College - 1
Loras College (Dubuque, Iowa) - 1
Marian College - 2
Millikin University - 1
Mount Mary College - 1
Milwaukee Institute of Art and Design - 2
Pensacola Christian College - 1
St. Mary's College - 1
Southern Illinois University - 1
University of New Mexico - 1
University of Wisconsin - Eau-Claire - 1
University of Wisconsin - Madison - 1
University of Wisconsin - Milwaukee - 4
University of Wisconsin - Oshkosh - 1
University of Wisconsin - Parkside - 2
University of Wisconsin - Richland Center - 1
Winona State University - 1

28 Total Responses

Note: The number at the end of a line indicates the total number of respondents selecting the college listed.

COMMENT SECTION

Comments from Applicants to Cardinal Stritch College

Replies to the following question: "Please make any comments you wish concerning our admissions process. We are particularly interested in suggestions for improvement which you might make."

Admissions--General

1. Every contact I have had with Cardinal Stritch has been very positive, and helpful. Thank you.
2. Everything is great so far!
3. You are doing a fine job!
4. I think that your admissions process is very fast and efficient. Keep up the work!
5. I thought the school was very co-operative, friendly and considerate.
6. It was very helpful.
7. I feel Cardinal Stritch offers much and I was quite pleased with the admissions process.
8. Excellent
9. I love the way information is/was always being sent. It helps me keep up on what I need to do to finish the admissions process!
10. I was very pleased that when I had a question someone was able to answer it or was willing to find an answer!
11. I'm glad that you give a quick response as to whether or not you are accepted to the college.
12. The process of admissions at Cardinal Stritch was fantastic for me. Everyone was extremely friendly and they made everything convienient [sic].
13. I appreciate the interest and information I received as a potential student at Cardinal Stritch. Thank you.*

14. I have nothing but praise for the Staff of Cardinal Stritch. The helpfulness and consideration I received was nothing less than magnificent. Personal obligations only require me to withdraw my application.*

15. You are persistent. That is good.*

16. I may be possibly considering attending your institution in the fall of '91'.*

17. You were most kind to talk to my parents and understand the problems with picking a college. You were very positive!*

18. Your process is excellent--best I experienced.*

19. I liked the personal contact that you made with me, as far as checking up to see how I was doing with applications etc.*

Comments on Admissions Staff

1. The only thing I want to say is that I appreciate all the help Carol Hetzel has given me. The letters and other things helped me make up my mind--I liked the personal touch.

2. Admission Counselor--Carol Hetzel was very helpful.

3. Carol Hetzel was a very positive influence in my first impression of Cardinal Stritch.

4. My thanks to Robin Hardt, a very dedicated member of your staff!

5. Admissions officers were very nice, friendly and helpful.

Tours/Visits

1. When I came to visit everyone made me feel welcome--thank you.

2. I enjoyed the Premier Day--it was very informational and a great way to see the campus.

3. When I toured Cardinal Stritch, I only had one problem. This one problem; however, greatly concerns me. It is the fact that I must share a room with someone, I feel very uncomfortable about this fact.

4. I liked the students that talked to you the most. They seem to know what your question [sic] are and how to explain them better because they were just there in your position.

Comments on Programs or Majors

1. I decided I wanted to major in Fashion Merchandizing and Mt. Mary is a school specializing in it, however, it is in an inconvenient part of town. I would like, if my major changes, to attend your college maybe next year. I appreciate the acceptance.*

2. It was a difficult decision, between Cardinal Stritch and UWM, but as it turned out Milwaukee offered more courses under my major. Thank you.*

3. I am starved for artistic development opportunities. I feel I must attend an art college to get my needs met. Not enough faculty in painting and drawing at C.S.C. [I need a different atmosphere to complete my studies--a more stimulating environment or one not concentrating on the liberal arts.]*

Comments on Financial Aid

1. The amount other schools offer does not matter if you do not offer what your printed material claims you will.

2. Wish I was better informed of Financial Aid Program.

3. I believe Benet Academy is one of the best high schools in the midwest. I further believe that my second honors B average was good enough for a higher financial award. My 20 1/2 credits were earned while playing varsity basketball.*

Suggestions

1. Give more information about Financial Aid--and cost--I understand with Stritch's high tuition you may choose to draw attention to other areas but I still think it needs more attention.

2. A sign should be displayed in the lobby that directs applicants to the admissions office.

3. Please send out more Scholarship information to those to whom you feel can qualify for them.

4. I would like more specific or detailed information about enrolling, scheduling, and beginning of year activities.

5. I would suggest scheduling the "get away weekend" earlier in the month of March.

---

* Denotes a student who declined admission to Cardinal Stritch College.

APPENDIX A:

Cardinal Stritch College Candidate's Reply Form

FIGURE 1

CARDINAL STRITCH COLLEGE

CANDIDATE'S REPLY FORM

Name _____ Social Security No. _____

☐ I accept admission to Cardinal Stritch College.

☐ I decline admission to Cardinal Stritch College. I intend to enroll at

_____

NAME OF COLLEGE OR UNIVERSITY CITY STATE

Please help us evaluate our admission process by completing **both** sides of this form.

1. Many factors influence a student's decision to apply to a college or university. Please indicate what influence the following factors had on your decision to apply to **Cardinal Stritch College.** Circle the appropriate number for each factor. If you did not consider a particular factor, please circle NA (not applicable).

	Very Positive	Somewhat Positive	No Influence	Somewhat Negative	Very Negative	NA
A. General reputation	5	4	3	2	1	0
B. Distance from home	5	4	3	2	1	0
C. Size of college	5	4	3	2	1	0
D. Financial aid	5	4	3	2	1	0
E. Quality of faculty	5	4	3	2	1	0
F. Cost	5	4	3	2	1	0
G. Academic facilities (library, labs, etc.)	5	4	3	2	1	0
H. Student/faculty ratio	5	4	3	2	1	0
I. Quality of social life	5	4	3	2	1	0
J. Religious opportunities	5	4	3	2	1	0
K. Attractiveness of campus	5	4	3	2	1	0
L. Varsity athletic programs	5	4	3	2	1	0
M. Male/female ratio	5	4	3	2	1	0
N. Extracurricular activities	5	4	3	2	1	0
O. Career placement opportunities	5	4	3	2	1	0
P. Athletic facilities	5	4	3	2	1	0
Q. Liberal arts emphasis	5	4	3	2	1	0
R. Franciscan values	5	4	3	2	1	0
S. Variety of courses	5	4	3	2	1	0
T. Urban/rural location	5	4	3	2	1	0
U. Quality of campus housing	5	4	3	2	1	0
V. Other (specify) _____	5	4	3	2	1	0

_____

Please indicate, in order of their importance, three factors which most influenced your choice of the college you will be attending. **Use the letters from above.** First _____ Second _____ Third _____

6801 North Yates Road Milwaukee, WI 53217 (414) 352-5400

FIGURE 1

2. Listed below are sources of information about Cardinal Stritch College. Please rate the sources which provided you with information about Cardinal Stritch College according to how they influenced your desire to attend Cardinal Stritch College. Circle the appropriate number for each source. If you did not receive information from a particular source, please circle NA (not applicable).

	Greatly Increased	Slightly Increased	No Influence	Slightly Decreased	Greatly Decreased	NA
A. Cardinal Stritch College						
Admissions counselor	5	4	3	2	1	0
Alumni	5	4	3	2	1	0
Campus visit	5	4	3	2	1	0
Coach	5	4	3	2	1	0
Faculty member	5	4	3	2	1	0
Financial aid officer	5	4	3	2	1	0
Publication(s)	5	4	3	2	1	0
Student(s)	5	4	3	2	1	0
B. High school counselor	5	4	3	2	1	0
C. High school teacher(s)	5	4	3	2	1	0
D. Parent(s)	5	4	3	2	1	0
E. College day/night/fair	5	4	3	2	1	0
F. College guides/handbooks	5	4	3	2	1	0
G. Other (specify)_____	5	4	3	2	1	0

_____

3. List the colleges to which you applied, including Cardinal Stritch College. **IN ORDER OF PREFERENCE AT THE TIME YOU APPLIED.** For each college by which your application was approved, please enter the amount of aid, if any, offered to date.

Name of College	Grant or Scholarship	Loan	Work-study
(1)_____	$_____	$_____	$_____
(2)_____	_____	_____	_____
(3)_____	_____	_____	_____
(4)_____	_____	_____	_____

4. What is your intended major?_____

5. How do you initially plan to attend college? ____Full-time ____Part-time

6. When did you first seriously consider the college you will attend? _____ Month _____ Year

7. Please make any comments you wish concerning our admissions process. We are particularly interested in suggestions for improvements which you might make.

_____

_____

_____

Thank you for your cooperation!

APPENDIX B:

Response Rates

Table B-1

Response Rates by Status and Sex

Status	Total N	Total Number Responding	Total Percent Responding	Female N	Female Number Responding	Female Percent Responding	Male N	Male Number Responding	Male Percent Responding
Accepted	181	106	58.6%	127	77	60.6%	54	29	53.7%
Accepted Admission	120	76	63.3%	86	56	65.1%	34	20	58.8%
Declined Admission	61	30	49.2%	41	21	51.2%	20	9	45.0%

Note: The number of students who "Accepted Admission" and "Declined Admission" are based on deposits paid, not on the actual number of individuals who are presently attending Cardinal Stritch College.

Reference

Litten, L.H., Sullivan, D., Brodigan, D.L. (1983). Applying Market Research in College Admissions. New York: College Entrance Examination Board.